

TRANSCREATION (SEO) SERVICE SHEET

What is it?

Multilingual copywriting services for SEO purposes.

How does it work?

2 components: Transcreation and Checking and Editing

- The transcreation (SEO) project is assigned to a transcreator and an editor, both native professional linguists who have subject matter expertise, experience working for the industry and in transcreating similar content. They will also be familiar with marketing and advertising messaging, have strong creative writing skills and be culturally aware so as to follow and reflect style and tone requirements in the transcreated content for the relevant audience.
- We follow general client requirements and project-specific instructions as per service-specific briefing guidelines and/or style guide if available
- This service is processed offline
- The file format and content are processed according to our <Standard File Filtering> service.

Quality and scope of service

High-level Error Categories

| | | | |
|-----|-------------------|---------------------------|--|
| DQF | Accuracy | Addition | |
| | | Improper exact TM match | |
| | | Mistranslation | Ambiguous translation |
| | | Mistranslation | Mistranslation of technical relationship |
| | | | Overly literal |
| | | Omission | Omitted variable |
| | Locale Convention | Untranslated | |
| | | Address format | Postal code |
| | | Date format | |
| | | Currency format | |
| | | Measurement format | |
| | | Shortcut key | |
| | Style | Telephone format | |
| | | Awkward | |
| | | Company style | |
| | | Inconsistent style | |
| | | Third-party style | |
| | Design | Unidiomatic | |
| | | Length | |
| | | Local formatting | |
| | | Markup | |
| | | Missing text | |
| | Fluency | Truncation/text expansion | |
| | | Character encoding | |
| | | Grammar | |
| | | Inconsistency | Inconsistency with external reference |

| | | | |
|--------|-----------------------------|--------------------------------------|----------------------|
| | | Link/cross-reference | |
| | | Punctuation | |
| | | Spelling | |
| | Terminology | Inconsistent with termbase | Company termbase |
| | | Inconsistent with use of terminology | Third-party termbase |
| Verity | Culture-specific references | | |

Source: The harmonised DQF-MQM error typology

For a granular view of these error categories and error types, refer to the service Annex <Harmonized DQF-MQM Error Typology>. The annex provides a detailed description of each error category including definitions and examples.

High-level Error Category Weight

| | | |
|-----|-------------------|-----------------|
| DQF | Accuracy | Multiplier: 2 |
| | Fluency | Multiplier: 3 |
| | Terminology | Multiplier: 2 |
| | Style | Multiplier: 3 |
| | Locale convention | Multiplier: 1 |
| | Verity | Multiplier: 3 |
| | Design | Multiplier: 0.5 |

Error Severity Levels

| Severity Level | Definition | Multiplier |
|----------------|---|------------|
| Minor | Errors that don't lead to loss of meaning and wouldn't confuse or mislead the user but would be noticed, would decrease stylistic quality, fluency or clarity, or would make the content less appealing. | 1 |
| Major | Errors that may confuse or mislead the user or hinder proper use of the product/service due to significant change in meaning or because errors appear in a visible or important part of the content. | 5 |
| Critical | Errors that may carry health, safety, legal or financial implications, violate geopolitical usage guidelines, damage the company's reputation, cause the application to crash or negatively modify/misrepresent the functionality of a product or service, or which could be seen as offensive. | 10 |

Quality Threshold

The quality pass/fail threshold is 98%.

The quality pass/fail threshold is based on:

- Number of confirmed errors per high-level error category
- The error category weight
- Error severity level and multiplier
- Number of words.

We do not label as confirmed errors, customer revisions or feedback on Lingo24's transcreation (SEO) which are:

- Preferential changes: both the original transcreation (SEO) and the revised version have equal merit and are correct; either can be used
- Unsupported changes: changes not in line with the general client requirements and project specific instructions, changes not in line with the source content or changes containing errors.

Impact on Quality

There is a service specific risk factor that can have a negative impact on the quality categories of this service:

- Terminology adherence, integrated Quality Assurance checks, consistency with previous similar projects which were processed in our Translation Management System are not guaranteed since the transcreation (SEO) is processed offline.

Adherence to service scope

Adherence to service scope is ensured through:

- Supplier assignment as per criteria listed above
- Briefing process between client and Lingo24
- Briefing process between Lingo24 and suppliers
- Ongoing Query Management and Issue Clarification
- Checking and editing
- Supplier self-editing prior to delivery
- Use of transcreation assets & resources:
 - Style guide
 - Reference Material
- Lingo24 allows up to 3 feedback cycles within the service scope during which client feedback is assessed and implemented:
 - Following linguists' assessment, Confirmed changes, Stylistic Improvements and Preferential changes will be implemented and incorporated in a revised transcreation (SEO).
 - Following linguists' assessment, Unsupported changes will not be implemented
- Lingo24 offers assessment and implementation of client feedback by the Quality and Experience team beyond the 3 feedback cycles:
 - Step 1: Feedback from customer is assessed to determine the category:
 - Confirmed changes: the changes address confirmed errors in the transcreation (SEO)
 - Stylistic improvements
 - Preferential changes
 - Unsupported changes
 - Step 2: Instances of feedback that improve the quality of the transcreation (SEO), specifically a, b and c, implemented and incorporated in a revised transcreation (SEO)
 - Step 3: Communication of findings.

Service Prerequisites

- Source file format and content to be supplied as per <Standard File Filtering> criteria
- Final version of the source file
- Project specifications and style guide to be supplied.
- Receipt confirmation within 1 business day
- Explicit service acceptance within 3 working days, otherwise acceptance is assumed. Customer-specific service acceptance timeframes and criteria can be requested.

Disclaimers of Service

- Where source file format and content are not compliant with our <Standard File Filtering> service, we will recommend the <File Engineering Services> in our Service Catalogue. Any issues caused by non-compliance with these service engagement rules will be the responsibility of the customer.
- In case of limited briefing material, Lingo24 reserves the right to decline service provision and will recommend alternative services (e.g. <On-brand Translation>, <Professional Translation>)
- Where preserving the source content layout and formatting is required but impossible to achieve (due to target language expansion or reduction, etc) or requires involvement from our Professional Services team, we recommend <DTP> in our Service Catalogue
- When making revisions or additions to the source content after order confirmation and with service provision in progress, we recommend <Revision Handling> in our Service Catalogue
- Where general client requirements, project-specific instructions and client reference material significantly contradict SEO industry best practice guidelines and can negatively impact the quality of service, Lingo24 reserves the right to decline service provision.

Service Price

- Based upon a per source word / source character pricing scheme
- Minimum charges per language combination apply

Service Level & Availability

- All language combinations
- Output capacity: up to 600 words per language / business day, dependent on the exact requirements
- Output capacity is influenced by requirements for value-added services
- Default service availability: 24 hours a day/5 days a week
- Weekend or 24/7 value-added services are available on demand following assessment of service requirements and validation of capability and capacity for service provision. Refer to <Weekend> or <24/7> in our Service Catalogue.